

CA34N
T475
-82451

1982 ONTARIO/CANADA ACCOMMODATIONS GUIDE SURVEY

Prepared By

TOURISM MARKETING INFORMATION SERVICES SECTION

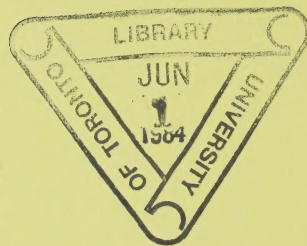
September, 1982

CA20N
T075
- 82051

1. The Ministry of Education for approximately 70% of all guide requests received by the Ministry of Education's Telephone Travel Counselling Service. These requests were by Canadian residents, but any French version of the guide. Little consideration to be made as only 1% of those requesting a guide do not actually travel in Ontario since a specified 1% quota.
2. Guide users agree to rate about the same number of trips in Ontario next year as they did this year.
3. Two out of ten guide users suggest that the guide contained all of the right amount of information, while nearly all (98%) suggest that it was fairly or extremely easy to locate information in the guide.
4. Nearly seven out of ten (67%) were confident that the guide's organization of the information was excellent or very good to access the information.
5. After the first year of operation, members of the Tourism Development Agency (TDA) have found it to be a relatively high level of service. About one out of ten of those who received a guide from the Ministry's Telephone Travel Counselling Service for the first of the project, however, is significantly higher (20%) suggest more guides as well as guides from the province's Travel Information Centres.

HIGHLIGHTS

1. Last year (1981/82) 11% of guide users were asked at a guided visitation. Of these people, more than three quarters (75%) felt that the guide guide assigned to the establishment in which they had stayed was just right.
2. On the basis of their rating of agreement with a number of attitude statements concerning guiding, guide users appear to be highly favourable towards the concept of guiding and towards Ontario's guiding program in particular. On a scale from one (strongly disagree) to ten (strongly agree), guide users on average rated their agreement with "Guiding is a good idea" as 8.7, approximately the same their agreement with this statement as an 8.7 or better.



HIGHLIGHTS

- 1) Americans account for approximately 55% of all Accommodations Guide requests received by the Ministry of Tourism and Recreation's Telephone Travel Counselling Service. Amongst those requests made by Canadians (45%), 16% are for the French version of the guide. Little distribution appears to be wasted as only 6% of those requesting a guide do not actually travel to Ontario within a specified 24 month period.
- 2) Guide users expect to make about the same number of trips to Ontario next year as they did this year.
- 3) Nine out of ten guide users thought that the guide contained about the right amount of information, while nearly all (96%), reported that it was fairly or extremely easy to locate information in the guide.
- 4) Nearly seven out of ten guide users thought that the guide's explanation of the grading program was somewhat or very easy to understand.
- 5) After its first year of operation, awareness of the Tourism Ontario Accommodation Grading Program is at a relatively high level amongst guide users. Seven out of ten of those who received a guide from the Ministry's Telephone Travel Counselling Service are aware of the program. Awareness is significantly higher (82%) amongst those picking up their guides from the province's Travel Information Centres.
- 6) Just over one-half (54%) of all guide users have stayed at a graded establishment. Of these people, more than three-quarters (77%) felt that the star grade assigned to the establishment in which they had stayed was just right.
- 7) On the basis of their rating of agreement with a number of attitude statements concerning grading, guide users appear to be highly favourable towards the concept of grading and towards Ontario's grading program in particular. On a scale from one (strongly disagree) to ten (strongly agree), guide users on average rated their agreement with "Generally, grading is a good idea" as 8.7. Approximately 81% rated their agreement with this statement as an 8 or better.

Digitized by the Internet Archive
in 2022 with funding from
University of Toronto

TABLE OF CONTENTS

	<u>PAGE</u>
1. BACKGROUND AND OBJECTIVES	1
2. SAMPLE AND METHODOLOGY	5
3. THE RESEARCH SAMPLE	9
3.1 Geographic Representation of Sample	10
3.2 Segmentation of Guide Users	14
4. STUDY RESULTS	17
4.1 Notes on Reading Study Results	18
5. ACCOMMODATIONS GUIDE USERS; A PROFILE	19
5.1 Demographic Profile	20
5.2 Distance Travelled on Most Recent Trip	21
5.3 Mode of Transportation	21
5.4 Incidence of Staying in Commercial Accommodations	21
5.5 Number of Ontario Trips Taken/ Expected to be Taken	21
6. GUIDE USAGE AND EVALUATION	29
6.1 Source of Awareness	30
6.2 Frequency of Usage	30
6.3 Incidence of Past/Future Usage	30
6.4 Guide Retention	30
6.5 Purpose for which Guide Obtained	31
6.6 Guide Uses (Queen's Park Sample)	31
6.7 Guide Uses (Travel Centre Sample)	32
6.8 Occasion When Guide Found Most Useful	32
7. GUIDE FORMAT AND CONTENT	43
7.1 Amount of Information Contained in Guide	45
7.2 Guide's Explanation of Grading Program	45
8. THE GRADING PROGRAM	49
8.1 Familiarity with the Grading Program	50
8.2 Incidence of Having Stayed in a Graded Establishment	50
8.3 Opinion of assigned Star Grades	50
8.4 Grading Statements	51

APPENDICES

Appendix 1

Direct mail questionnaire and cover letter - Queen's
Park Sample

Appendix 2

Postcard questionnaire - Travel Centre Sample

LIST OF TABLES

	<u>PAGE</u>
2.1 Response Rate	7
3.1 Geographic Representation	11
5.1 Demographic Profile of Sample By Origin	24
5.2 Demographic Profile of Travel Segments	25
5.3 Total Miles Travelled on Most Recent Overnight Trip to Ontario By Origin	26
5.4 Average Number of Trips Taken/Expected to be Taken to Ontario in Past 12 Months/Next 12 Months.	27
5.5 Average Likely Number of Trips to Ontario in the Next 12 Months	28
6.1 Source of Knowing About Guide	34
6.2 Guide Usage	35
6.3 Incidence of Past/Future Use of Guide & Guide Recommendations	36
6.4 What Was Done to Guide After Use	37
6.5 Reason for Obtaining Accommodations Guide	38
6.6 Uses For Guide By Sample	39
6.7 Uses For Guide By Traveller Frequency and Origin	40
6.8 Occasion When the Guide Was Most Useful By Use	41
6.9 Occasion When the Guide Was Found Most Useful by Those Who Looked Through the Guide	42
7.1 Opinion of the Guide's Explanation of the Grading System	48
8.1 Familiarity With Grading Program	54
8.2 Incidence of Having Stayed in a Graded Establishment	55
8.3 Opinion of the Star Grade Assigned to the Establishment Stayed in	56
8.4 Respondents' Ranking of Grading Statements	51
8.5 Average Rating of Agreement With Grading Statements By Traveller Frequency	57
8.6 Average Rating of Agreement With Grading Statements By Origin	58

	<u>PAGE</u>
8.7 Average Rating of Agreement With Grading Statements By Awareness of Grading Program	59
8.8 Average Rating of Agreement With Grading Statements By Evaluation of Assigned Star Grade	60

LIST OF FIGURES

3.1 Percentage of Mailed and Returned Survey Questionnaires- Canada	12
3.2 Percentage of Mailed and Returned Survey Questionnaires- United States	13
3.3 Accommodations Guide User Segments	15

1. BACKGROUND AND OBJECTIVES

1. BACKGROUND AND OBJECTIVES

The Ontario/Canada Accommodations guide, published annually since 1946 under various titles by the Government of Ontario, provides its users with a comprehensive listing of the facilities and rates available at more than 4,000 of the province's hotels, motels, resorts, lodges and cottages. The guide is distributed in English and French by the Ministry of Tourism and Recreation through its Telephone Travel Counselling Service, Travel Information Centres and Travel Trade Offices. Approximately 565,000 English and 30,000 French (entitled Ontario/Canada Hebergement) copies of the 1982 edition of the guide will be distributed to potential travellers to Ontario during the year ending in April, 1983.

In 1981, Tourism Ontario launched its Accommodation Grading Program whereby participating establishments are evaluated on a number of measurable criteria and are awarded a star grade from one to five. In order to assist travellers in their selection of commercial accommodation in Ontario, the star grades of over 600 graded properties were incorporated into the 1982 Ontario/Canada Accommodations guide's property listings. An explanation of the Tourism Ontario Grading Program was also included in the front section of the guide.

In an effort to obtain relevant information concerning the usefulness of the 1982 Ontario/Canada Accommodations guide as well as consumer perceptions of Tourism Ontario's Accommodations Grading Program, Tourism Marketing Information Services was asked to undertake a consumer research study. Specifically, the objectives of this research study were to examine:

- (1) Utilization and retention of the guide by its recipients.
- (2) The source of awareness of the guide.
- (3) Satisfaction with the information provided in the guide.
- (4) The awareness and evaluation of Ontario's system of grading accommodations.
- (5) The demographic profile and travel behaviour of the guide's users.

2. SAMPLE AND METHODOLOGY

2. SAMPLE AND METHODOLOGY

In the summer of 1982, during a seven week period from June 14 until July 31, a sample of 1,999 usable names was drawn from those people who requested a 1982 Ontario/Canada Accommodations guide from the Ministry of Tourism and Recreation's Telephone Travel Counselling Service based in Toronto. The sample was chosen in the following manner:

- Using daily totals of the number of calls received by the Telephone Travel Counselling Service for June and July, 1981, as well as hourly totals for each day of May 1982, hourly, daily and weekly estimates for the total number of calls for the sampling period were made. In order to estimate the proportion of these calls which would in fact be accommodations guide requests, all calls during a peak one hour period (11 a.m. to 12 noon, Monday June 7, 1982) were monitored.
- Since it was thought that about 1,000 usable responses would provide a suitable base for analysis for a survey of this nature, the above estimates for guide requests were used to develop an hourly sampling procedure designed to generate a sample of approximately 2,000 names. This assumed that the response rate would be fifty percent or better as was achieved in the pilot study (see below).
- The procedure required that during each hour of the sampling period, selected travel counsellors were asked to submit to the sample, the names of those people who requested the guide from them during that hour. The number of travel counsellors selected for any given hour reflected that hour's estimated contribution to the total number of guide requests for that day of the week, thus ensuring a representative sample. Travel counsellors were selected on a rotating basis so that by the end of the sampling period, each of the twenty counsellors had submitted guide requests for an equal number of hours. As was mentioned above, this process generated a sample of 1,999 usable names.

Before the survey was undertaken, a pilot study was conducted in an effort to identify any problem areas with the questionnaire and to obtain a measure of questionnaire completion which could be expected in the main phase of the survey. Two hundred questionnaires were mailed out to an equal number of Canadians and Americans who had requested a guide during the month of May from the Telephone Travel Counselling Service. An extremely high response rate of 53% (106 questionnaires) was realized and upon reviewing the completed returns, some minor changes were made to the questionnaire.

The revised seven page mail-back questionnaire (see Appendix I) was sent out to the 1,999 potential respondents during the second week of September when it was presumed that most of the sample would have already completed their proposed trips to Ontario. Among those who received questionnaires were 906 Canadians (315 of whom received a French version) and 1,093 Americans. In an effort to encourage response, a covering letter (see Appendix I) explaining the purpose of the study, a pre-addressed postage paid return envelope and an "Ontario Yours to Discover" bookmark accompanied the questionnaire.

Similar to the pilot study, a 53% response rate was achieved as 1,062 of the 1,104 returned questionnaires were usable for analysis. A possible explanation for the exceptional response may have been that some of the guide recipients felt obligated to respond since they had each received a package of glossy, colourful publications and helpful travel counselling service at no charge. It is possible that for this same reason, some respondents may have replied in an overly favourable manner toward the guide and the grading program in an effort to show their appreciation.

The table below shows that the response rate was about the same for both the Canadian and American samples but it should be noted that 65 completed questionnaires did not have their country of origin stated and are therefore only included in the completed returns for the total sample.

RESPONSE RATE

<u>Table 2.1</u>	<u>Questionnaires</u>		
	<u>Mailed Out</u>	<u>Completed Returns</u>	<u>Response Rate</u>
Canadian Sample	906	461	51%
American Sample	1,093	536	49%
Total Sample	1,999	1,062	53%

Completed questionnaires were coded, keypunched and computer tabulated during October and November by Tab-It Systems Limited. The detailed results of the ensuing computer analysis appear in this report.

Since the typical guide user surveyed in this study had received the guide before leaving on his/her trip to Ontario, it was of interest to determine whether there were any differences in guide usage and perception of the grading program between them and those guide users who picked up their guide during their trip from one of the Ministry's Travel Information Centres. To accomplish this, 1,400 postcard questionnaires (see Appendix II) were distributed at eleven of the province's most heavily visited Travel Centres during the second week of August. Participating Travel Centres were given questionnaire allotments of varying size depending upon their estimated traffic volume and had to distribute their questionnaires on a random basis to guide recipients such that an hourly quota was met. The questionnaire consisted of ten short, easy to answer questions which were taken directly from the questionnaire used in the main phase of the survey. Since the postcard questionnaire recipients were asked to complete them after their trip to Ontario was over, a response rate lower than that of the main phase of the survey was expected since it was assumed that some potential respondents would either lose or forget about the postcard. As it turned out, only 136 completed questionnaires were returned, which translates into a disappointing response rate of approximately 10%. The responses to this Travel Centre survey were also computer tabulated and also appear, for comparison purposes where appropriate, in the detailed findings of this report.

3. THE RESEARCH SAMPLE

3. THE RESEARCH SAMPLE

3.1 Geographic Representation of Sample

As was mentioned earlier, the 53% response rate achieved in this survey was very good and therefore provided a sound base for much of the ensuing analysis. Another important concern in a study of this nature is that the geographic distribution of the sample adequately represents that of the general population of guide users who received their guides from the Telephone Travel Counselling Service. (i.e. that the percentage returning questionnaires in any region equals the percentage originally mailed out to that region)

From the table on the opposite page it can be seen that excellent geographic representation was achieved. Regionally across the two countries, the largest deviation recorded between any region's percentage share of mailed out and returned questionnaires was 2%.

As was to be expected, the majority of guide requests came from Ontario residents and those from regions of close proximity to Ontario. Just over one quarter of the requests came from Ontario while the East, North, Central and Middle Atlantic states together accounted for 41%. Quebec's share of guide requests was 17%. To graphically represent this fact as well as to show which states make up each of the U.S. regions, the figures from the table opposite have been transposed onto maps of Canada and the U.S. which appear on the two pages following the table.

TABLE 3.1

1982 ONTARIO/CANADA ACCOMMODATIONS SURVEY
GEOGRAPHIC REPRESENTATION

	<u>QUESTIONNAIRES MAILED OUT</u>		<u>COMPLETED RETURNS (STATING ORIGIN) **</u>	
	<u>#</u>	<u>%</u>	<u>#</u>	<u>%</u>
(BASE) CANADA	(1,999)	(1,999)	(997)	(997)
ONTARIO	512	26	253	25
QUEBEC	349	17	186	19
OTHER CANADA	<u>45</u>	<u>2</u>	<u>22</u>	<u>2</u>
TOTAL CANADA	906	45	461	46
<u>UNITED STATES</u>				
EAST NORTH CENTRAL	456	23	246	25
MIDDLE ATLANTIC	360	18	172	17
SOUTH ATLANTIC	86	4	42	4
WEST NORTH CENTRAL	56	3	28	3
NEW ENGLAND	50	3	21	2
EAST SOUTH CENTRAL	42	2	9	1
WEST SOUTH CENTRAL	18	1	7	1
MOUNTAIN	13	1	6	1
PACIFIC	12	*	5	*
TOTAL UNITED STATES	1093	55	536	54

* LESS THAN .5%

** 65 COMPLETED RESPONSES DID NOT HAVE ORIGIN STATED AND THEREFORE WERE NOT INCLUDED IN THIS TABLE.

Figure 3.1

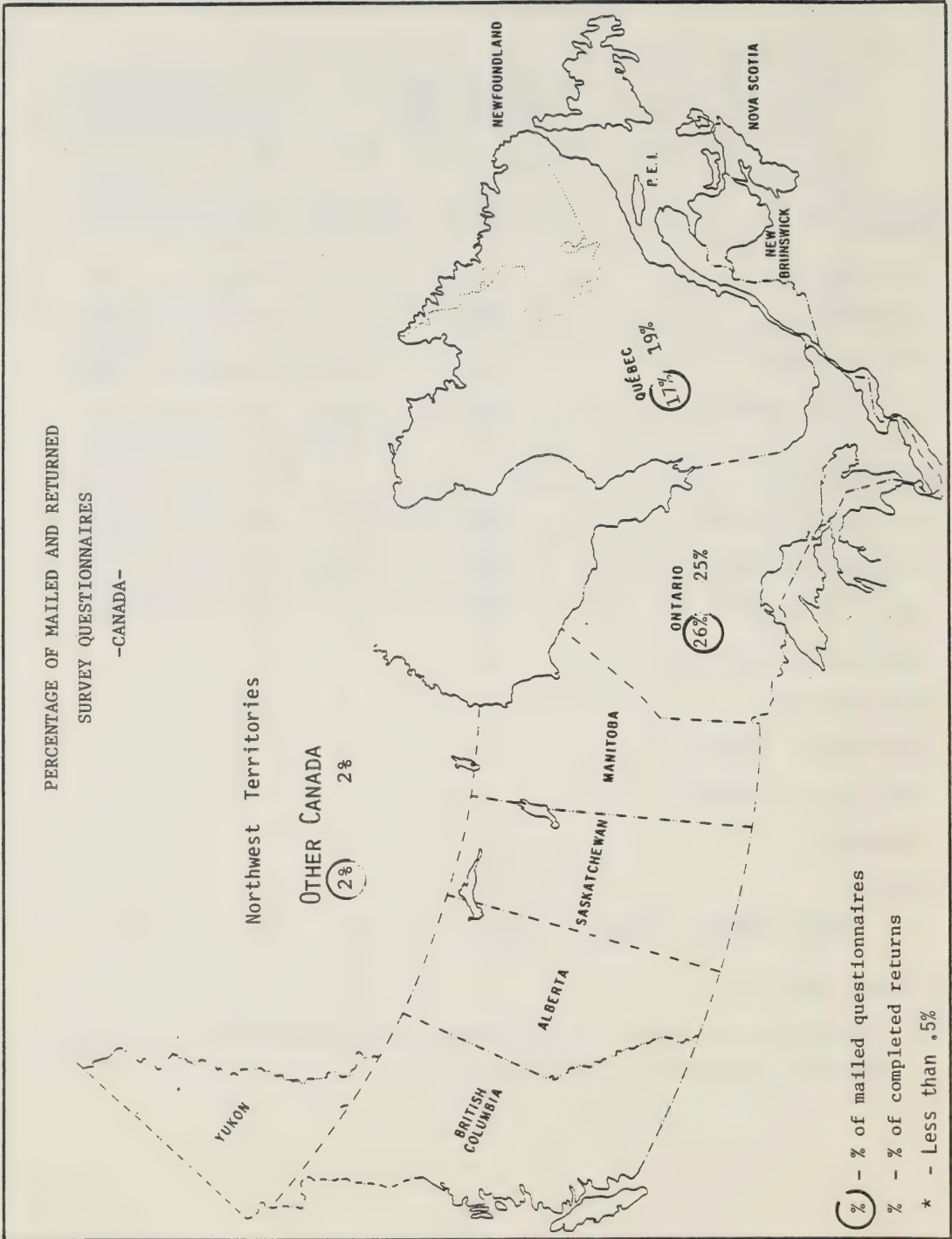
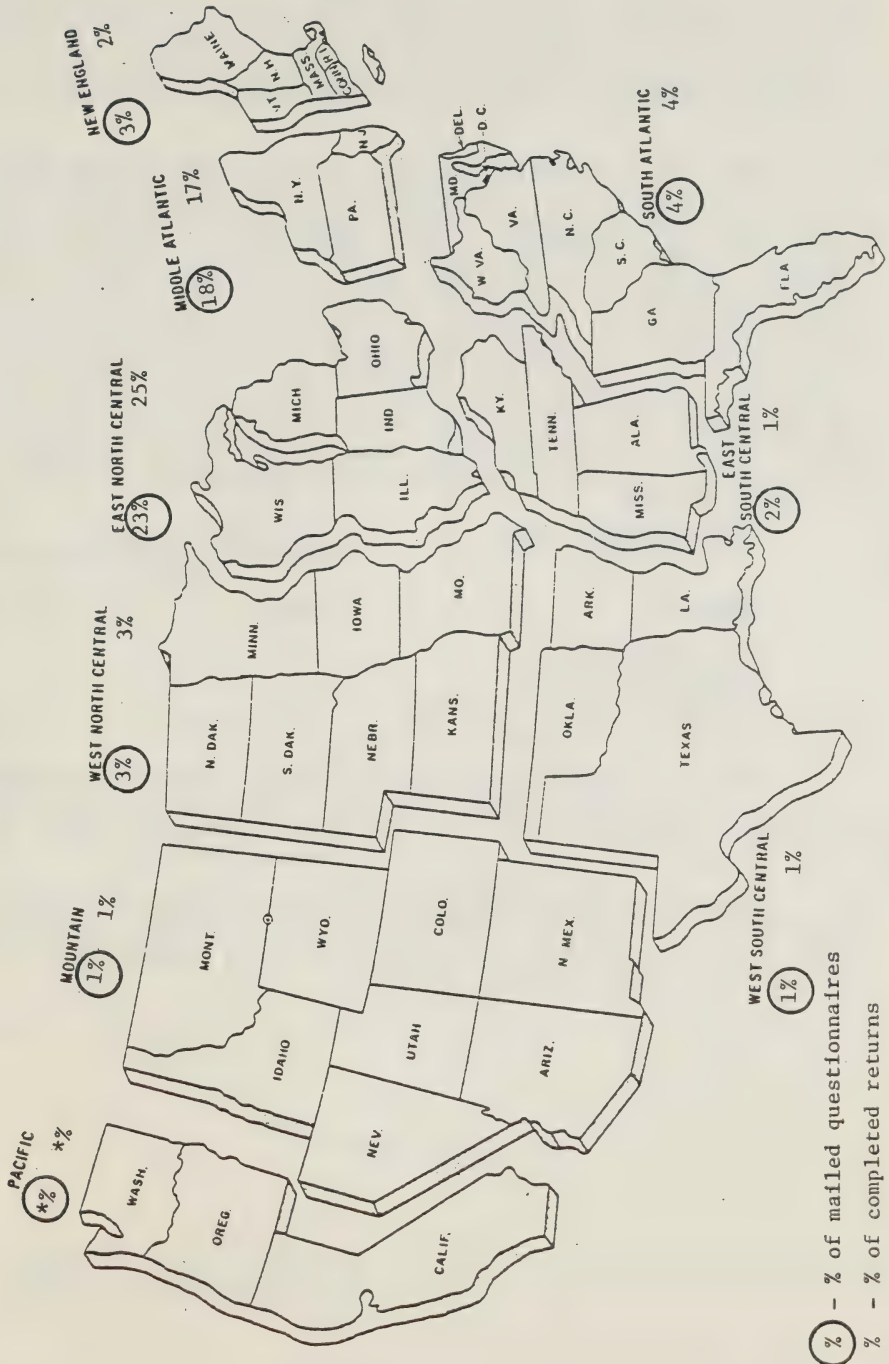


Figure 3.2

PERCENTAGE OF MAILED AND RETURNED
SURVEY QUESTIONNAIRES
-UNITED STATES-



3.2 Segmentation of Guide Users

Two study questions were used to classify respondents either as Light, Medium or Heavy Travellers. The two questions asked about the number of trips taken to Ontario in the preceding 12 month period and the number of trips the respondent expected to take to the province in the next 12 month period.

The three traveller groups (Light, Medium and Heavy) were arbitrarily determined by examining a distribution of trips for the 24 month period. Each group was designed to contain approximately one-third of all respondents. Since it was recognized that for the most part, travel to Ontario is more difficult for U.S. residents in terms of the distance which must be travelled, American and Canadian trip distributions were examined separately and slightly different trip criteria were applied in each case. (Where distance travelled by Canadians other than Ontarians would also be greater, this group makes up an extremely small percentage of the Canadian sample and were therefore grouped with Ontario residents for the purpose of determining traveller segments). These criteria are listed here:

<u>Segment</u>	<u>Number of Trips to Ontario</u>	
	<u>Canada</u>	<u>U.S.A.</u>
Non-Travellers	0	0
Light Travellers	1-2	1
Medium Travellers	3-4	2
Heavy Travellers	5 or more	3 or more

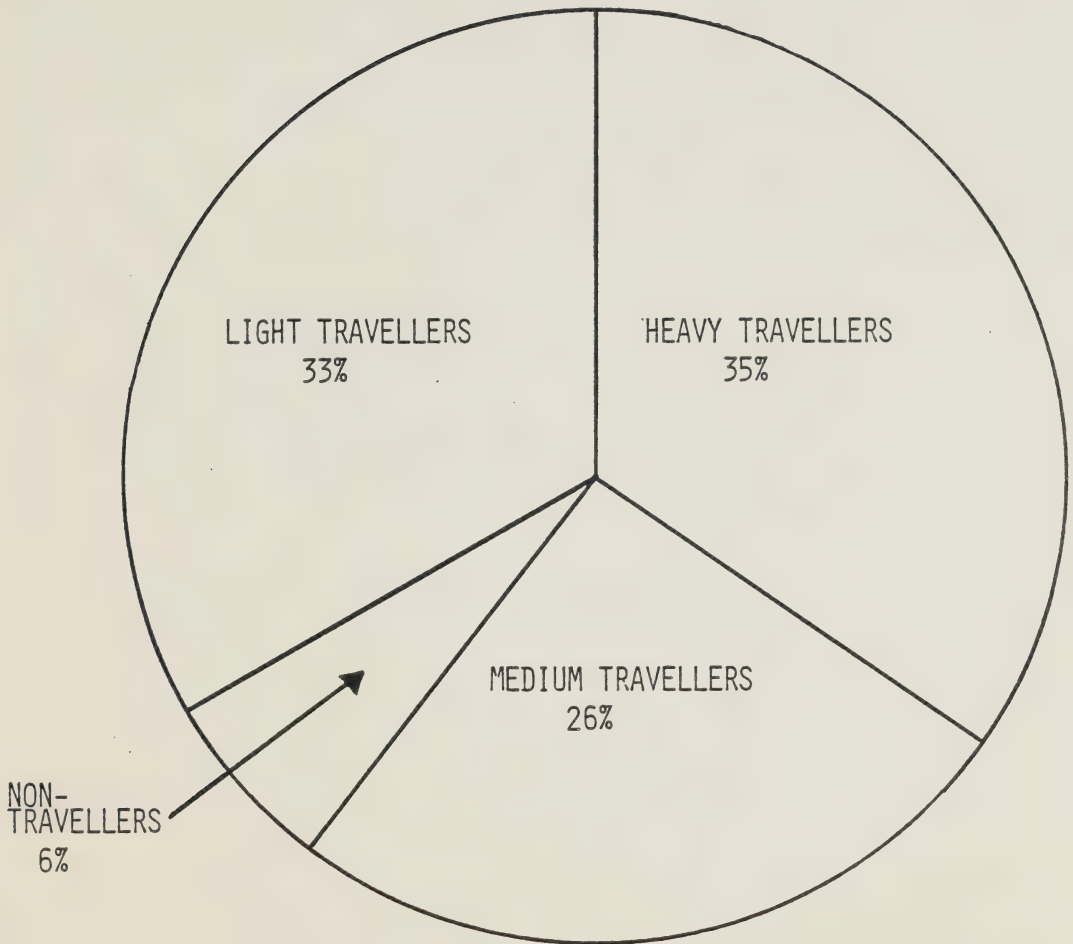
The pie chart opposite shows each segment's percentage share of the total sample. The fact that only 6% of those who made guide requests were Non-Travellers indicates that very little guide distribution is being wasted.

Note also that each of the traveller groups contains approximately one-third of the sample. As mentioned earlier, this is a function of the decision of the researchers to group travellers in this fashion.

Figure 3.3

ACCOMMODATIONS GUIDE USER SEGMENTS

(DOMESTIC & U.S.)



N.B. BASED ON TOTAL NUMBER OF TRIPS TO ONTARIO TAKEN IN THE PAST YEAR AND PLANNED FOR NEXT YEAR.

4. STUDY RESULTS

4.1 NOTES ON READING STUDY RESULTS

The study results are presented in four sections:

- . Accommodations Guide Users; A Profile
- . Guide Usage and Evaluation
- . Guide Format and Content
- . The Grading Program

Following an outline of the relevant research findings, referenced statistical tables appear at the end of each of the above sections. In reading these tables, it should be noted that percentages read down where percent signs appear at the top of a column. Percentages read across where percent signs are shown in the left hand column of a table. Where percentages add to more than 100%, it is because of multiple mentions.

5. ACCOMMODATIONS GUIDE USERS; A PROFILE

5. ACCOMMODATIONS GUIDE USERS; A PROFILE

5.1 Demographic Profile (Tables 5.1 & 5.2)

In an effort to profile guide users, respondents were asked to answer a number of demographic questions. A summary of the relevant findings is presented below. It should be remembered that these demographics describe only those who received the accommodations guide and do not necessarily represent the average traveller to Ontario.

The demographic highlights are as follows:

- An equal number of men and women request guides from the Ministry's Telephone Travel Counselling Service. However, among Americans who request the guide, men are more prevalent. The opposite is true for those who receive their guide from Travel Centres as 55% are women.
- Only one out of every ten guide recipients is under the age of 25.
- Seven out of every ten guide recipients are college/university educated. A much higher proportion of Americans compared to Ontarians fall into this category.
- Reflecting this high level of education among guide users is the fact that 40% are from households which have an annual income of over \$35,000. Again, a much greater proportion of Americans compared to Ontarians are from households in this income bracket.
- Guide recipients' average household size is approximately three people.

A demographic profile of Light, Medium and Heavy travellers by country of origin indicates that on the whole, there is very little difference between these groups in terms of their demographic make-up. However, the following differences can be noted:

- Where all American guide user segments are dominated by men, only the Canadian Heavy Traveller segment has more men than women. Canadian Light and Medium Travellers contain a larger proportion of women compared to men.
- Heavy Travellers are more likely to be older than Light and Medium Travellers.
- Among American guide users, a significantly higher proportion of Light Travellers relative to Medium and Heavy Travellers are college/university educated.
- Similarly, a larger proportion of American Light Travellers fall into the over \$35,000 income bracket compared to the two other guide user segments.

5.2 Distance Travelled On Most Recent Ontario Trip (Table 5.3)

Respondents were asked how many miles in total they had travelled on their most recent overnight trip to Ontario. The findings indicate that overall, American guide users on average, travelled more miles on their trips to Ontario than did Canadian guide users (74% versus 52% over 500 miles). Light Travellers covered more distance on their most recent trip to Ontario than did the Medium and Heavy Travellers, suggesting that distance may influence the number of trips to the province.

5.3 Mode of Transportation

Car/truck/van was the most common (80%) mode of transportation to Ontario cited by guide users. Airplane and bus were each cited by four percent of respondents.

5.4 Incidence of Staying in Commercial Accommodations

While most guide users stayed in commercial accommodations when staying in Ontario, 7% of the Light Travellers did not (compared to 1% of both the Medium and Heavy Travellers). These respondents probably stayed at the residences of friends or relatives.

5.5 Number of Ontario Trips Taken/Expected To Be Taken (Tables 5.4 & 5.5)

Guide users expect to make about the same number of trips to Ontario next year as they did this year. This finding was consistent across all guide user segments and all regions of origin.

Guide users from Ontario on average took 3 trips in Ontario last year, while their counterparts in the U.S. on average took at least one. Quebec guide users took about 2 trips to the province.

Awareness of the grading program or having stayed at a graded establishment did not significantly affect the number of trips to Ontario taken or expected to be taken by respondents.

TABLES 5.1 TO 5.5

TABLE 5.1DEMOGRAPHIC PROFILE OF SAMPLE BY ORIGIN

	<u>TOTAL SAMPLE</u>	<u>ONTARIO ORIGIN</u>	<u>U.S. ORIGIN</u>
(BASE)	(1,062)	(253)	(536)
	%	%	%
<u>SEX</u>			
MALE	50	49	(55)
FEMALE	50	51	45
<u>AGE</u>			
UNDER 25 YEARS	11	9	11
26 - 35 YEARS	32	32	32
36 - 50 YEARS	30	30	31
51 YEARS AND OVER	27	29	26
<u>EDUCATION</u>			
COLLEGE/UNIVERSITY	69	58	(80)
HIGH SCHOOL	30	40	19
ELEMENTARY	1	2	1
<u>Ave. Household Size</u>	(3.1)	(3.0)	(3.1)
<u>HOUSEHOLD INCOME</u>			
UNDER \$15,000	9	12	7
\$15,000 - \$25,000	23	22	21
\$25,000 - \$35,000	28	30	26
OVER \$35,000	40	35	(46)

TABLE 5.2DEMOGRAPHIC PROFILE OF TRAVEL SEGMENTS

(BASE)	<u>CANADIAN ORIGIN</u>			<u>U.S. ORIGIN</u>		
	<u>LIGHT</u>	<u>MEDIUM</u>	<u>HEAVY</u>	<u>LIGHT</u>	<u>MEDIUM</u>	<u>HEAVY</u>
	(153)	(91)	(170)	(161)	(157)	(158)
	%	%	%	%	%	%
<u>SEX</u>						
MALE	38	43	59	55	55	61
FEMALE	62	57	41	45	45	39
<u>AGE</u>						
UNDER 25 YEARS	14	12	9	13	13	5
26-35	36	36	31	29	35	32
36-50	37	28	25	34	29	30
51 AND OVER	12	24	35	24	23	33
<u>EDUCATION</u>						
COLLEGE/UNIVERSITY	55	58	57	89	78	78
HIGH SCHOOL	43	42	42	11	21	21
ELEMENTARY	2	-	1	-	1	1
<u>Ave. Household Size</u>	(3.3)	(3.0)	(3.1)	(3.1)	(3.0)	(3.2)
<u>HOUSE INCOME</u>						
UNDER \$15,000	11	16	9	4	11	6
\$15,000 - \$25,000	28	24	21	16	20	22
\$25,000 - \$35,000	29	28	33	28	24	29
OVER \$35,000	32	32	37	52	45	43

TABLE 5.3TOTAL MILES TRAVELLED ON MOST RECENT
OVERNIGHT TRIP TO ONTARIO BY ORIGIN

	<u>CANADIAN ORIGIN</u>			
	<u>TOTAL CANADA</u>	<u>LIGHT TRAVELLERS</u>	<u>MEDIUM TRAVELLERS</u>	<u>HEAVY TRAVELLER</u>
(BASE)	(434)	(144)	(91)	(169)
	%	%	%	%
0 - 199 MILES	11	6	14	14
200 - 499 MILES	35	31	38	37
OVER 500 MILES	52	62	47	48
DON'T KNOW/NOT STATED	1	1	1	1

	<u>AMERICAN ORIGIN</u>			
	<u>TOTAL U.S.A</u>	<u>LIGHT TRAVELLERS</u>	<u>MEDIUM TRAVELLERS</u>	<u>HEAVY TRAVELLER</u>
(BASE)	(487)	(141)	(154)	(156)
	%	%	%	%
0 - 199 MILES	4	3	4	5
200 - 499 MILES	21	14	21	28
OVER 500 MILES	74	82	74	67
DON'T KNOW/NOT STATED	1	1	1	-

TABLE 5.4

AVERAGE NUMBER OF TRIPS TAKEN/EXPECTED TO BE TAKEN
TO ONTARIO IN PAST 12 MONTHS/NEXT 12 MONTHS

	<u>NUMBER OF TRIPS TO ONTARIO IN:</u>	
	<u>PAST 12 MONTHS</u>	<u>NEXT 12 MONTHS</u>
TOTAL SAMPLE	1.8	1.7
<u>TRAVEL SEGMENT</u>		
LIGHT TRAVELLERS	.8	0.5
MEDIUM TRAVELLERS	1.3	1.3
HEAVY TRAVELLERS	3.5	3.6
<u>AWARENESS OF GRADING</u>		
AWARE	1.9	1.8
NOT AWARE	1.5	1.6
<u>STAYED AT GRADED ESTABLISHMENT</u>	2.1	1.9
<u>ORIGIN</u>		
ONTARIO	3.0	3.1
QUEBEC	1.9	1.4
OTHER CANADA	1.1	0.8
U.S.A.	1.3	1.2

TABLE 5.5

AVERAGE LIKELY NUMBER OF TRIPS
TO ONTARIO IN THE NEXT 12 MONTHS

	<u>U.S.A.</u> <u>ORIGIN</u>	<u>CANADIAN</u> <u>ORIGIN</u>
TOTAL SAMPLE	1.2	2.3
LIGHT TRAVELLERS	0.3	0.6
MEDIUM TRAVELLERS	1.0	1.7
HEAVY TRAVELLERS	2.6	4.5

N.B.: AVERAGE RATINGS

6. GUIDE USAGE AND EVALUATION

6. GUIDE USAGE AND EVALUATION

6.1 Source of Awareness (Table 6.1)

Six out of ten respondents mentioned magazine/newspaper/radio/T.V. advertising as their source of awareness for the guide, while another third became aware after telephone contact with Ontario Travel/The Ministry. In the majority of cases, this Ministry contact was probably also generated via advertising.

6.2 Frequency of Usage (Table 6.2)

Guide users on average, looked through the guide at least four times. This number increased only marginally with increased travel to Ontario. Those respondents aware of the grading program looked at the guide slightly more often than those unaware of the program.

In most cases, at least one other person in the guide user's household also looked through the guide. This may suggest that more than one person makes the decision on which place to stay.

6.3 Incidence of Past/Future Usage (Table 6.3)

Nearly one-third (29%) of all respondents had used another issue of the guide in the past. As travel frequency increases so does past incidence of guide usage. Ontarians are more than twice as likely as Americans to have used a past issue.

Reception of the guide is extremely positive with almost all (94%) users intending to use a future issue of the guide. Similarly, 98% acknowledged that they would recommend the guide to others.

6.4 Guide Retention (Table 6.4)

Having revealed the high level of anticipated use of future issues of the guide above, it was not surprising to find a similarly high level of guide retention. Eighty-eight percent mentioned that they would keep their copy of the 1982 guide for future use. Another 13% mentioned that they had given the guide to a friend or relative outside the household. Only 3% actually threw the guide away.

6.5 Purpose For Which Guide Obtained (Table 6.5)

The majority of guide users (87%) obtained the guide to help plan a vacation trip while a much smaller number (15%) wanted to use the guide to find out more about Ontario. Proportionately more Americans than Ontarians cited to help plan a vacation as their reason for obtaining the guide. The findings also confirm that relatively few business trips are planned with the aid of the guide.

6.6 Guide Uses (Queen's Park Sample) (Tables 6.6 & 6.7)

Respondents were asked which of a series of uses of the guide applied in their case. They could choose as many uses as applied to them. Overall, respondents on average gave 1.7 responses. As travel intensity increased from light to heavy, so did the number of responses given, such that the light traveller mentioned 1.6 uses and the heavy traveller 1.9 or almost two uses each on average. A similar finding occurs by origin, 1.6 uses mentioned by Ontarians versus 1.9 uses given by Americans.

The two most frequently mentioned responses were:

- . To obtain information on facilities and rates (83%).
- . To make reservations at one of the listed establishments (45%).

Further examination of those who used the guide to make reservations indicates that 40% found the guide most useful before leaving on their trip. It would seem likely that this group used the book to make reservations before embarking on their trip. A further 50% reported using the book for reservations both before and during the trip.

Medium and Heavy Travellers used the guide to make reservations significantly more often than did Light Travellers.

The major difference found on the basis of origin is that more Americans report using the guide for general information on Ontario laws and regulations, an area that is likely more familiar to Ontario residents.

6.7 Guide Uses (Travel Centre Sample) (Table 6.6)

The Travel Centre sample was asked the same question and on average, each one gave 1.7 uses which is comparable to the Queen's Park sample (also 1.7 uses).

It seems that those who pick up a copy of the guide while already on their trip (Travel Centre sample) are more likely than those who receive their guide beforehand (Queen's Park sample) to make reservations at one of the listed establishments.

6.8 Occasion When Guide Found Most Useful (Tables 6.8 & 6.9)

Respondents were asked when they found the guide most useful; before leaving on their trip, during their trip or both before and during their trip. Although a large proportion (39%) of guide users found the guide most useful primarily before leaving on their trip, even more (44%) found the guide most useful both before and during the trip.

While just over one-third of the Light Travellers found the guide to be most useful both before and during their trip, over one-half (51%) of the Heavy Travellers felt the same way. Therefore, it seems that as travel frequency to Ontario increases so does the tendency to use the guide at both the trip preparation stage and while actually on the trip.

The findings did not reveal any significant difference between Ontarian and American perceptions on when the guide was most useful.

TABLES 6.1 TO 6.9

TABLE 6.1
SOURCE OF KNOWING ABOUT GUIDE

(BASE)	<u>TOTAL SAMPLE</u> (1062) %	<u>LIGHT TRAVELLERS</u> (314) %	<u>MEDIUM TRAVELLERS</u> (248) %	<u>HEAVY TRAVELLER</u> (328) %
MAGAZINE, NEWSPAPER/RADIO/ T.V. ADVERTISING	62	60	65	63
TELEPHONE CONTACT WITH ONTARIO TRAVEL/MINISTRY	33	31	33	37
FRIENDS OR RELATIVES	13	12	13	13
ARTICLE ON TRAVEL	10	6	9	13
AUTO OR TRAVEL CLUB	4	3	3	5
CHAMBER OF COMMERCE	3	2	3	4
TRAVEL AGENT	3	3	3	3
TOURIST/INFORMATION CENTRE	2	2	2	2
ROAD MAP	2	2	2	4
PREVIOUS USAGE	1	*	-	2
OTHER	4	4	3	4
DON'T REMEMBER	1	*	1	1

* LESS THAN .5%

N.B.: PERCENTAGES TOTAL TO MORE THAN 100% DUE TO MULTIPLE MENTIONS.

TABLE 6.2
GUIDE USAGE

	MEAN NUMBER OF TIMES RESPONDENT LOOKED THROUGH GUIDE	MEAN NUMBER OF PEOPLE IN HSHLD. WHO LOOKED THROUGH GUIDE
<u>TOTAL SAMPLE</u>	4.5	2.5
<u>TRAVEL SEGMENT</u>		
LIGHT TRAVELLERS	4.4	2.3
MEDIUM TRAVELLERS	4.5	2.5
HEAVY TRAVELLERS	4.8	2.8
<u>AWARENESS OF GRADING</u>		
AWARE	4.7	2.6
NOT AWARE	4.1	2.4
<u>STAYED AT GRADED ESTABLISHMENT</u>	4.8	2.6
<u>LANGUAGE</u>		
ENGLISH	4.5	2.5
FRENCH	4.4	2.6

N.B.: AVERAGE RATINGS

TABLE 6.3

INCIDENCE OF PAST/FUTURE USE OF GUIDE & GUIDE RECOMMENDATIONS

	TOTAL SAMPLE	FREQUENCY			ORIGIN	
		LIGHT	MEDIUM	HEAVY	ONTARIO	U.S.
(BASE)	(1062)	(314)	(248)	(328)	(253)	(536)
	%	%	%	%	%	%
<u>USED OTHER ISSUES OF GUIDE IN PAST</u>						
Yes	29	17	28	41	54	21
No	71	83	72	59	46	79
<u>WILL USE FUTURE ISSUES OF GUIDE</u>						
Yes	94	92	97	98	98	92
No	4	7	2	1	2	6
DON'T KNOW/NOT STATED	2	1	1	1	*	2
<u>WOULD RECOMMEND GUIDE TO OTHERS</u>						
Yes	98	99	99	98	98	98
No	1	1	1	1	1	1
DON'T KNOW/NOT STATED	1	*	-	1	1	1

* LESS THAN .5%

TABLE 6.4WHAT WAS DONE WITH GUIDE AFTER USE

(BASE)	TOTAL SAMPLE (1052)	ORIGIN	
		ONTARIO (249)	U.S.A (532)
	%	%	%
KEPT IT FOR FUTURE USE	(88)	(90)	(86)
GAVE IT TO A FRIEND OR RELATIVE OUTSIDE HOUSEHOLD	13	11	16
REW IT AWAY	3	3	4
LOANED IT OT OTHERS/ FRIENDS/RELATIVES	2	1	3
GAVE IT TO SOMEONE ELSE IN THE HOUSEHOLD	2	1	2
OTHER	1	1	1
NOT STATED	*	1	*

* LESS THAN .5%

N.B.: PERCENTAGES TOTAL MORE THAN 100% DUE TO MULTIPLE MENTIONS.

TABLE 6.5

REASON FOR OBTAINING ACCOMMODATIONS
GUIDE

(BASE)	TOTAL SAMPLE (1062) %	ORIGIN	
		ONTARIO (253) %	U.S.A. (536) %
TO HELP PLAN A VACATION	(87)	(79)	(91)
TO FIND OUT MORE ABOUT ONTARIO	15	18	14
TO HELP PLAN A BUSINESS TRIP	2	3	3
FOR SENCONDARY/ REFERENCE/USERS (FRIENDS/RELATIVES/ COLLEAGUES)	1	4	*
GENERAL INFORMATION/ RATES/ACCOMMODATIONS	1	2	1
OTHER	1	1	-

* LESS THAN ,5%

N.B.: PERCENTAGES TOTAL MORE THAN 100% DUE TO MULTIPLE MENTIONS.

TABLE 6.6USES FOR GUIDE BY SAMPLE

	<u>QUEEN'S PARK SAMPLE</u>	<u>TRAVEL CENTRE SAMPLE</u>
(BASE)	(1052)	(135)
	%	%
TO OBTAIN INFORMATION ON FACILITIES & RATES	83	88
TO MAKE RESERVATIONS AT ONE OF THE LISTED ESTABLISHMENTS	45	56
TO DETERMINE WHERE TO FIND OUT MORE INFORMATION ON ONTARIO	22	14
TO FIND GENERAL INFORMATION ON ONTARIO LAWS AND REGULATIONS	21	12

N.B.: PERCENTAGES TOTAL MORE THAN 100% DUE TO MULTIPLE MENTIONS.

TABLE 6.7USES FOR GUIDE BY TRAVELLER FREQUENCY AND ORIGIN

	TOTAL SAMPLE	FREQUENCY			ORIGIN	
		LIGHT	MEDIUM	HEAVY	ONTARIO	U.S.A.
(BASE)	(1052)	(310)	(246)	(325)	(249)	(532)
	%	%	%	%	%	%
TO OBTAIN INFORMATION ON FACILITIES & RATES	83	81	84	86	88	83
TO MAKE RESERVATIONS AT ONE OF THE LISTED ESTABLISH- MENTS	45	34	50	56	46	48
TO DETERMINE WHERE TO FIND OUT MORE INFORMATION ON ONTARIO	22	20	20	25	19	23
TO FIND OUT GENERAL INFOR- MATION ON ONTARIO LAWS & REGULATIONS	21	20	24	21	7	32

N.B.: PERCENTAGES TOTAL MORE THAN 100% DUE TO MULTIPLE MENTIONS.

TABLE 6.8OCCASION WHEN THE GUIDE WAS MOST HELPFUL BY USEFOUND THE GUIDE MOST USEFUL

<u>USED GUIDE FOR</u>	<u>BEFORE LEAVING ON TRIP</u>	<u>DURING TRIP</u>	<u>BOTH</u>	<u>DON'T KNOW/NOT STATED</u>
FACILITIES/RATES INFORMATION	40%	11	45	4
TO MAKE RESERVATIONS AT LISTED ESTABLISHMENTS	40%	8	50	2
DETERMINE WHERE TO FIND MORE INFORMATION ON ONTARIO	34%	6	56	4
INFORMATION ON ONTARIO LAWS AND REGULATIONS	34%	8	53	5

N.B.: % READ ACROSS

TABLE 6.9

OCCASION WHEN THE GUIDE WAS
FOUND MOST USEFUL BY THOSE
WHO LOOKED THROUGH THE GUIDE

	TOTAL SAMPLE	LIGHT TRAVELLERS	MEDIUM TRAVELLERS	HEAVY TRAVELLERS	ORIGIN	
					ONTARIO	U.S.A
(BASE)	(1052)	(310)	(246)	(325)	(249)	(532)
	%	%	%	%	%	%
BEFORE LEAVING ON TRIP	39	42	44	35	44	40
DURING TRIP	11	15	9	10	11	9
BOTH	44	36	43	51	40	44
DON'T KNOW/ NOT STATED	6	7	4	4	5	7

7. GUIDE FORMAT AND CONTENT

7. GUIDE FORMAT AND CONTENT

7.1 Amount of Information Contained in Guide

Nine out of ten guide users thought that the guide contained about the right amount of information. Only 9% felt that there was not enough information. Furthermore, guide users reported that it was fairly or extremely easy (96%) to locate information in the guide.

7.2 Guide's Explanation Of Grading Program (Table 7.1)

Before a guide user can fully appreciate the significance of the star grades included in the property listings section of the guide, he/she must be familiar with Tourism Ontario's Accommodation Grading Program. To accomplish this, a one page explanation of the grading program was included in the front section of the guide. In order to determine whether the explanation was adequate, respondents were asked their opinions on how easy/difficult it was to understand.

Overall, guide users found that the explanation of the grading system provided in the guide was easy to understand. Only a small number (3%) experienced some difficulty in understanding the explanation.

Approximately one quarter of the guide users did not read the grading program explanation. Those people were divided almost equally between those who noticed the explanation but did not read it and those who did not notice it at all.

TABLE 7.1

TABLE 7.1
OPINION OF THE GUIDE'S EXPLANATION
OF THE GRADING SYSTEM

(BASE)	<u>TOTAL</u> <u>SAMPLE</u>
	(1062)
	%
SOMEWHAT/VERY EASY TO UNDERSTAND	69
SOMEWHAT/VERY DIFFICULT TO UNDERSTAND	3
NOTICED IT, BUT DIDN'T READ IT	13
DIDN'T NOTICE IT AT ALL	12
DON'T KNOW/NOT STATED	3

8. THE GRADING PROGRAM

8. THE GRADING PROGRAM

8.1 Familiarity With The Grading Program (Table 8.1)

Respondents were asked whether they were familiar with Tourism Ontario's Accommodation Grading Program. It was found that seven out of every ten guide users from the Queen's Park sample are aware of the grading program. This appears to be a very healthy level of awareness when one considers the program has been in operation for just one year.

Awareness of the grading program among those responding to the Travel Centre postcard questionnaire was 12% higher than that achieved among those of the main survey sample. This may be attributable to the fact that when time permits, Travel Centre travel counsellors provide guide recipients with instructions on how to use the guide including specific reference to the grading program and its explanation in the front section of the guide.

From a regional viewpoint, awareness of the grading program is significantly lower in the U.S. compared to Canadian guide users.

8.2 Incidence of Having Stayed in a Graded Establishment (Table 8.2)

Just over one-half (54%) of all guide users have stayed at a graded establishment. While six out of every ten Heavy Travellers have stayed at a graded establishment, 51% and 52% of the Light and Medium Travellers respectively have done so.

It should be noted that over one-quarter (27%) of all guide users indicated that they were not sure whether they had stayed at a graded establishment. This may have been a result of their lack of familiarity with the grading program or quite possibly, they stayed at a graded establishment but were not aware of it.

8.3 Opinion of Assigned Star Grades (Table 8.3)

In order for the grading program to become widely accepted by those seeking accommodation in Ontario, confidence in the accuracy of assigned star grades must be established and maintained. In this survey, those respondents who had stayed at a graded establishment were asked their opinion concerning the accuracy of the assigned star grade.

For the most part, guide users who stayed in a graded establishment felt that the assigned grade was just right (77%). In the majority of those cases where there was a discrepancy in an assigned grade, the guide user indicated that the grade was too high rather than too low. This finding was consistent across all traveller frequencies.

8.4 Grading Statements (Tables 8.4 through 8.8)

In an effort to gain information regarding guide recipients' perceptions about the grading of accommodations, respondents were provided with six attitude statements concerning the grading of accommodations and were asked to rate their agreement with each of them on a scale from one (strongly disagree) to ten (strongly agree). The statements appear below with respondents' (Queen's Park Sample) average ratings of agreement. The closer an average rating is to ten, the stronger respondents' agreement is with the statement in question.

Table 8.4 Respondents' Ranking of Grading Statements

<u>RANKING</u>	<u>GRADING STATEMENT</u>	<u>AVERAGE RATING OF AGREEMENT</u>
1	Generally, grading is a good idea	8.7
2	I would rather stay in a graded place than in one that is not graded	8.2
	Grading helps to take the worry away when picking places to stay which are unfamiliar to me	8.1
3	Grading does not seem necessary to me	2.4
4	Grading of establishments makes no difference to me when I'm trying to find a place to stay	2.7
5	I really don't trust the grading system	3.1

In order to rank the statements into groupings (rankings appear above) according to respondents' agreement with them and in terms of their favourability towards the grading program, statistical testing was conducted to determine whether significant differences existed between ratings. As can be seen above, the statements fell into five groupings in terms of respondents' agreement. Keeping in mind that all of the average ratings were highly favourable towards grading, agreement with "Generally, grading is a good idea" was significantly higher than that achieved by any of the other statements. "I would rather stay in a graded place than in one that is not graded" and "Grading helps to take the worry away when picking places to stay which are unfamiliar to me" were grouped together as no significant difference between the ratings of these two statements was found.

Overall, the ratings indicate that guide users have a favourable attitude towards the concept of grading accommodations. This favourable attitude was prevalent across both the Queen's Park and Travel Centre samples, Americans and Canadians alike.

Statistical testing was also conducted on each of the statements' ratings across a variety of respondent categories (demographics, awareness of grading program, traveller frequency etc.) in order to determine whether attitudes towards grading vary significantly between various guide user groups. For the most part, ratings for each of the statements were consistent across most respondent categories. In the majority of those few cases where a statistically significant difference between ratings was found, the actual difference was marginal at best and did not affect the overall positive or negative direction of agreement with the rating. However, the following findings from the analysis should be noted:

- In terms of their agreement with the grading statements, older guide users expressed a more favourable attitude towards the grading program and grading in general than did younger guide users.
- Respondents aware of the grading program and/or who have stayed in a graded establishment agreed with the statements in a manner significantly more favourable to the grading program than those unaware of the program, although the level of favourability was high for all respondents.
- Not surprisingly, those respondents who felt that the star grade assigned to the establishment in which they had stayed was too high, are less positive towards the grading program than those who thought that the assigned star grade was just right. This was most apparent in terms of their agreement (4.5) with "I really don't trust the grading system" which was high relative to the Queen's Park sample's average rating (3.1).

TABLES 8.1 TO 8.3

AND TABLES 8.5 TO 8.8

TABLE 8.1FAMILIARITY WITH GRADING PROGRAM

	<u>QUEEN'S PARK SAMPLE</u>	<u>TRAVEL CENTRE SAMPLE</u>	<u>ORIGIN</u>			
			<u>ONTARIO</u>	<u>QUEBEC</u>	<u>OTHER CANADA</u>	<u>U.S.A.</u>
(BASE)	(1062)	(134)	(253)	(186)	(22)	(536)
	%	%	%	%	%	%
Yes	70	82	74	78	77	66
No	28	18	24	20	23	32
DON'T KNOW/ NOT STATED	2	*	2	2	-	2

* LESS THAN .5%

TABLE 3.2
INCIDENCE OF HAVING STAYED IN A GRADED ESTABLISHMENT

	<u>TOTAL</u> <u>SAMPLE</u>	<u>LIGHT</u> <u>TRAVELLERS</u>	<u>MEDIUM</u> <u>TRAVELLERS</u>	<u>HEAVY</u> <u>TRAVELLERS</u>
(BASE)	(1062)	(314)	(248)	(328)
	%	%	%	%
HAVE STAYED IN A GRADED ESTABLISHMENT	54	51	52	62
HAVE NOT STAYED IN A GRADED ESTABLISHMENT	17	19	16	11
NOT SURE	27	30	31	25
DON'T KNOW/NOT STATED	2	*	1	2

*LESS THAN .5%

TABLE 8.3

OPINION OF THE STAR GRADE ASSIGNED TO THE
ESTABLISHMENT STAYED IN

	<u>TOTAL SAMPLE</u>	<u>LIGHT TRAVELLERS</u>	<u>MEDIUM TRAVELLERS</u>	<u>HEAVY TRAVELLERS</u>
(BASE)	(569)	(161)	(128)	(204)
	%	%	%	%
JUST RIGHT	77	80	81	76
TOO HIGH	18	17	14	19
TOO LOW	2	2	3	2
DON'T KNOW/NOT STATED	3	1	2	3

TABLE 8.5
AVERAGE RATING OF AGREEMENT
WITH GRADING STATEMENTS
BY TRAVELLER FREQUENCY

	<u>QUEEN'S PARK SAMPLE</u>	<u>LIGHT TRAVELLERS</u>	<u>MEDIUM TRAVELLERS</u>	<u>HEAVY TRAVELLERS</u>
(BASE)	(1062)	(314)	(248)	(328)
GENERALLY GRADING IS A GOOD IDEA	8.7	8.6	8.7	8.7
I WOULD RATHER STAY IN A GRADED PLACE THAN IN ONE THAT IS NOT GRADED	8.2	8.1	8.2	8.3
GRADING HELPS TO TAKE THE WORRY AWAY WHEN PICKING PLACES TO STAY WHICH ARE UNFAMILIAR TO ME	8.1	8.1	8.1	8.1
I REALLY DON'T TRUST THE GRADING SYSTEM	3.1	3.0	3.0	3.2
GRADING OF ESTABLISHMENTS MAKES NO DIFFERENCE TO ME WHEN I'M TRYING TO FIND A PLACE TO STAY	2.7	2.7	2.8	2.7
GRADING DOES NOT SEEM NECESSARY TO ME	2.4	2.3	2.4	2.4

N.B.: AVERAGE RATINGS

TABLE 8.6

AVERAGE RATING OF AGREEMENT
WITH GRADING STATEMENTS
BY ORIGIN

(BASE)	QUEEN'S PARK SAMPLE (1062)	TRAVEL CENTRE SAMPLE (134)	ORIGIN	
			ONTARIO (253)	U.S. (536)
GENERALLY GRADING IS A GOOD IDEA	8.7	8.6	8.7	8.6
I WOULD RATHER STAY IN A GRADED PLACE THAN IN ONE THAT IS NOT GRADED	8.2	7.8	8.1	8.2
GRADING HELPS TO TAKE THE WORRY AWAY WHEN PICKING PLACES TO STAY WHICH ARE UNFAMILIAR TO ME	8.1	8.0	8.0	8.1
I REALLY DON'T TRUST THE GRADING SYSTEM	3.1	3.0	3.1	3.1
GRADING OF ESTABLISHMENTS MAKES NO DIFFERENCE TO ME WHEN I'M TRYING TO FIND A PLACE TO STAY	2.7	2.5	2.9	2.6
GRADING DOES NOT SEEM NECESSARY TO ME	2.4	2.1	2.3	2.4

N.B.: AVERAGE RATINGS

TABLE 8.7
AVERAGE RATING OF AGREEMENT
WITH GRADING STATEMENTS
BY AWARENESS OF GRADING PROGRAM

	QUEEN'S PARK SAMPLE	AWARE OF GRADING	STAYED AT GRADED ESTABLISHMENT
(BASE)	(1062)	(779)	(569)
GENERALLY GRADING IS A GOOD IDEA	8.7	8.8	8.9
I WOULD RATHER STAY IN A GRADED PLACE THAN IN ONE THAT IS NOT GRADED	8.2	8.3	8.6
GRADING HELPS TO TAKE THE WORRY AWAY WHEN PICKING PLACES TO STAY WHICH ARE UNFAMILIAR TO ME	8.1	8.2	8.3
I REALLY DON'T TRUST THE GRADING SYSTEM	3.1	3.0	2.9
GRADING OF ESTABLISHMENTS MAKES NO DIFFERENCE TO ME WHEN I'M TRYING TO FIND A PLACE TO STAY	2.7	2.5	2.3
GRADING DOES NOT SEEM NECESSARY TO ME	2.4	2.2	2.1

N.B.: AVERAGE RATINGS.

TABLE 8.8
AVERAGE RATING OF AGREEMENT
WITH GRADING STATEMENTS
BY EVALUATION OF ASSIGNED STAR GRADE

STAYED AT GRADED EST. AND THOUGHT RATING WAS:

	<u>TOTAL</u>	<u>JUST RIGHT</u>	<u>TOO HIGH</u>	<u>TOO LOW</u> *
(Base)	(569)	(440)	(102)	(12)
GENERALLY GRADING IS A GOOD IDEA	8.9	9.0	8.4	9.0
I WOULD RATHER STAY IN A GRADED PLACE THAN IN ONE THAT IS NOT GRADED	8.6	8.6	8.3	8.8
GRADING HELPS TO TAKE THE WORRY AWAY WHEN PICKING PLACES TO STAY WHICH ARE UNFAMILIAR TO ME	8.3	8.5	7.6	7.3
I REALLY DON'T TRUST THE GRADING SYSTEM	2.9	2.5	(4.5)	2.3
GRADING OF ESTABLISHMENTS MAKES NO DIFFERENCE TO ME WHEN I'M TRYING TO FIND A PLACE TO STAY	2.3	2.2	2.8	1.7
GRADING DOES NOT SEEM NECESSARY TO ME	2.1	2.1	2.2	2.1

*SMALL BASE

N.B.: AVERAGE RATINGS.

APPENDICIES

APPENDIX 1

DIRECT MAIL QUESTIONNAIRE
AND COVER LETTER - QUEEN'S PARK SAMPLE



Ontario

APPENDIX 1

DIRECT MAIL QUESTIONNAIRE
AND COVER LETTER - QUEEN'S PARK SAMPLE



Ministry of
Tourism and
Recreation

Cable Address
Tradin - Toronto
Telex
06-23454

Queen's Park
Toronto
Ontario Canada
M7A 2E5

September, 1982

Dear Study Participant:

In an effort to better serve your travel needs, the Ministry of Tourism and Recreation is presently conducting a survey to evaluate the usefulness of its Ontario/Canada Accommodations Guide.

Your name, along with many others, was randomly selected for this survey from all those people who recently requested a copy of the Guide from the Ministry's offices in Toronto. We would greatly appreciate it if you would take just a few minutes of your time to complete the attached questionnaire and return it by October 1, 1982 in the postage paid reply envelope that is provided for your convenience. Your anonymity is assured and all replies will be held in the strictest confidence and will be used for statistical purposes only.

As a small token of our appreciation, please find enclosed an "Ontario Yours to Discover" bookmarker.

Your cooperation and assistance in supplying a quick response is necessary to make this survey a success.

Thank you very much for your cooperation.

Yours sincerely,

M. J. Baker
Director
Tourism Marketing Branch.

Attch.

1982 ONTARIO/CANADA ACCOMMODATIONS SURVEY

FOR OFFICE
USE ONLY

WHEN INDICATING AN ANSWER TO THE FOLLOWING QUESTIONS, PLEASE CIRCLE
ONLY THE NUMBER BESIDE YOUR SELECTED RESPONSE(S)

RN _____ 1-4
CN _____ 5
 X 6

1. How did you know about the Ontario/Canada Accommodations guide?
(Please CIRCLE as many as apply).

1. Magazine, newspaper/radio, TV advertising
2. Auto or travel club
3. Travel agent
4. Article on travel
5. Chamber of Commerce
6. Road Map
7. Friends or relatives
8. Telephone contact with Ontario Travel/Ministry
9. Other (please specify) _____
10. Don't remember

1 _____ 7-8
2 _____ 9-10
3 _____ 11-12
4 _____ 13-14
5 _____ 15-16
6 _____ 17-18
7 _____ 19-20
8 _____ 21-22
9 _____ 23-24
10 _____ 25-26

2. What was your one main reason for obtaining the Ontario/Canada
Accommodations guide? (Please CIRCLE one).

1. To help plan a vacation trip
2. To help plan a business trip
3. To find out more about Ontario
4. Other (please specify) _____

11 _____ 27

3. Have you ever used other issues of the Accommodations guide in the
past? (Please CIRCLE one).

1. Yes 2. No.

12 _____ 28

4. To your knowledge, how many people in your household looked through the
Accommodations guide? (Please include yourself in your answer).

1. one
2. two
3. three
4. four
5. five or more
6. none

Continue to question 5

Please skip to question 16

13 _____ 29

FOR OFFICE
USE ONLY

5. About how many times did you, yourself, look through the Accommodations guide that you received?
(Please CIRCLE one).

- | | |
|------------------------|-------------------------|
| 1. once | 4. more than five times |
| 2. twice | 5. none |
| 3. three to five times | |

14 _____ 30

IF YOU PERSONALLY DID NOT USE THE ACCOMMODATIONS GUIDE, PLEASE
PASS THIS QUESTIONNAIRE TO THE PERSON IN YOUR HOUSEHOLD WHO DID
USE THE GUIDE.

6. Generally speaking, when did you find the booklet most helpful?
(Please CIRCLE one).

1. Before you left on your trip
2. During your trip
3. Both

15 _____ 31

7. What did you use the the Accommodations guide for?
(Please CIRCLE as many as apply).

1. To make reservations at one of the listed establishments
2. To obtain information on facilities and rates
3. To obtain information on a farm vacation
4. To find out general information on Ontario laws and regulations
5. To determine where to find out more information on Ontario
6. Other (please specify) _____

16 _____ 32

17 _____ 33

18 _____ 34

19 _____ 35

20 _____ 36

21 _____ 37

FOR THE FOLLOWING QUESTIONS, PLEASE INCLUDE ANY TRIPS WHICH MAY HAVE
BEEN TAKEN FOR BUSINESS, PLEASURE OR VACATION PURPOSES.

8. For how many overnight trips in Ontario did you use the 1982 Accommodations guide? (Please CIRCLE one).

1. one
2. two
3. three to five
4. six to ten
5. ten or more
6. none

Continue to question 9

Please skip to question 10

22 _____ 38

23 _____ 39

24 _____ 40

25 _____ 41

26 _____ 42

27 _____ 43

9. Thinking of the last trip for which you used the Accommodations guide, what kind of accommodation(s) did you stay in?

(Please CIRCLE as many as apply).

1. Large hotel (over 100 rooms)
2. Small hotel (under 100 rooms)
3. Motor hotel (under 300 rooms)
4. Motel (under 100 rooms)
5. Resort hotel
6. Resort lodge
7. Housekeeping resort
8. Fishing or hunting camp
9. Fishing or hunting lodge
10. Other (please specify) _____

28 _____ 44-45
29 _____ 46-47
30 _____ 48-49
31 _____ 50-51
32 _____ 52-53
33 _____ 54-55
34 _____ 56-57
35 _____ 58-59
36 _____ 60-61
37 _____ 62-63

10. Thinking about the amount of information contained in the guide, would you say that the Accommodations guide contained

(Please CIRCLE one).

1. Too much information
2. About the right amount of information
3. Not enough information

38 _____ 64

11. About how easy was it to find the information you wanted in the booklet? (Please CIRCLE one).

1. Extremely easy
2. Fairly easy
3. Fairly difficult
4. Extremely difficult

39 _____ 65

12. Do you think you will use future issues of the Accommodations guide? (Please CIRCLE one).

1. Yes
2. No

40 _____ 66

13. Would you recommend the booklet to others? (Please CIRCLE one).

1. Yes
2. No

41 _____ 67

14. What did you do with the Accommodations guide after you used it? (Please CIRCLE as many as apply).

1. You kept it for future use
2. You gave it to someone else in the household
3. You gave it to a friend or relative outside your household
4. You threw it away
5. Other (please specify) _____

42 _____ 68
43 _____ 69
44 _____ 70
45 _____ 71
46 _____ 72

15. What suggestions, if any, do you have for improving or changing the Ontario/Canada Accommodations guide?

47 _____ 73-74

16. On the last trip you took where you stayed overnight in a commercial accommodation(in Ontario, what was your main method of travel?
(Please CIRCLE one).

1. car, truck, van
2. recreational vehicle
3. bus
4. train
5. airplane
6. other(please specify)_____

Continue to question 17

7. did not stay in commercial accommodation → Please skip to question 18

48 _____ 75

17. About how many miles in total did you travel on that trip?
(Please CIRCLE one).

- | | |
|-------------------|--------------------|
| 1. under 25 miles | 4. 200 - 499 miles |
| 2. 25 - 49 miles | 5. over 500 miles |
| 3. 50 - 199 miles | |

49 _____ 76

18. About how many trips (over 25 miles from home) do you think you will take in Ontario in the next twelve months in which you will stay overnight in a commercial accommodation? (Please CIRCLE one).

- | | | |
|--------|------------------|------------------|
| 1. one | 3. three to five | 5. more than ten |
| 2. two | 4. six to ten | 6. none |

50 _____ 77

19. How many trips (over 25 miles from home) have you taken in Ontario in the past twelve months in which you stayed overnight in a commercial accommodation? (Please CIRCLE one).

- | | | |
|--------|------------------|-----------------|
| 1. one | 3. three to five | 5. more than 10 |
| 2. two | 4. six to ten | 6. none |

RN _____ 1-4

CN _____ 5

✓ 6

51 _____ 7

20. Ontario now has a system of grading accommodations ranging from one to five star grades. Are you familiar with this grading program or not?
(Please CIRCLE one).

1. Yes

2. No

52 ——— 8

21. Have you ever stayed at a graded establishment in Ontario?
(Please CIRCLE one).

1. Yes

→ Please continue to question 22

2. No

3. Not sure

→ Please continue to question 23

53 ——— 9

22. In your opinion, was the star grade assigned to the establishment that you stayed in
(Please CIRCLE one).

1. Too low

2. Just right

3. Too high

54 ——— 10

Do you have any comments regarding your experience with graded establishments?

55 ——— 11-12

23. In the front section of the Ontario/Canada Accommodations guide, there was a brief outline explaining what the Ontario grading system is all about. Did you find this explanation of grading
(Please CIRCLE one).

1. very easy to understand

2. somewhat easy to understand

3. somewhat difficult to understand

4. very difficult to understand

56 ——— 13

5. noticed it, but didn't read it

6. didn't notice it at all

57 ——— 14-15

58 ——— 16-17

59 ——— 18-19

60 ————— 20-21

61 _____ 22-23

62 _____ 24-25

AND NOW SOME QUESTIONS TO HELP US CLASSIFY YOUR ANSWERS

63 ————— 26

64 ————— 27

- | | |
|-------------------|------------------|
| 1. under 18 years | 4. 36 - 50 years |
| 2. 18 - 25 years | 5. 51 - 65 years |
| 3. 26 - 35 years | 6. over 65 years |

65 ————— 28

- | | |
|----------|------------------|
| 1. one | 5. five |
| 2. two | 6. six |
| 3. three | 7. more than six |
| 4. four | |

28. What was the last level of education you completed?
(Please CIRCLE one).

1. elementary school
2. some high school
3. completed high school
4. some community college/university
5. completed community college/university

66 _____ 29

29. What was the combined annual income of your household before taxes in
1981? (Please CIRCLE one).

- | | |
|------------------------|------------------------|
| 1. less than \$10,000 | 5. \$25,000 - \$29,999 |
| 2. \$10,000 - \$14,999 | 6. \$30,000 - \$34,999 |
| 3. \$15,000 - \$19,999 | 7. \$35,000 - \$39,999 |
| 4. \$20,000 - \$24,999 | 8. \$40,000 and over |

67 _____ 30

30. Where do you live?

city/town _____
province/state _____
country _____

68 _____ 31-32

69 _____ 33

31. Do you have any further comments?

70 _____ 34-35

71 _____ 36

THANK YOU VERY MUCH FOR TAKING THE TIME TO COMPLETE THIS QUESTIONNAIRE

APPENDIX 2

POSTCARD QUESTIONNAIRE

- TRAVEL CENTRE SAMPLE

APPENDIX 2

POSTCARD QUESTIONNAIRE - TRAVEL CENTRE SAMPLE

Dear Traveller:

In an effort to better serve your travel needs, the Ontario Ministry of Tourism and Recreation would like to know how you use the Ontario/Canada Accommodations Guide.

Please save this card until your trip in Ontario is over and then complete and mail. No postage is necessary if mailed in Canada.

Thank you very much.

Business
Reply Mail

No Postage Stamp
necessary if mailed
in Canada

Postage will be paid by



Accommodations Guide Survey
Tourism Marketing Information Services
Ministry of Tourism and Recreation
3rd Floor, Hearst Block, Queen's Park
Toronto, Ontario
M7A 9Z9

1982 ONTARIO/CANADA ACCOMMODATIONS GUIDE SURVEY

1. What did you use the Ontario/Canada Accommodations guide for? (Please check (✓) as many as apply.)

- ☐ To make reservations at one of the listed establishments
- ☐ To obtain information on facilities and rates
- ☐ To obtain information on a farm vacation
- ☐ To find out general information on Ontario laws and regulations
- ☐ To determine where to find out more information on Ontario
- ☐ Other (please specify) _____

2. About how many trips (over 25 miles from home) do you think you will take in Ontario in the next twelve months in which you will stay overnight in commercial accommodation? (Please check (✓) one.)

☐ None ☐ One ☐ Two ☐ Three to Five ☐ Six to Ten ☐ More than Ten

3. How many trips (over 25 miles from home) have you taken in Ontario in the past twelve months in which you stayed overnight in commercial accommodation? (Please check (✓) one.)

☐ None ☐ One ☐ Two ☐ Three to Five ☐ Six to Ten ☐ More than Ten

4. Ontario now has a system of grading accommodations ranging from one star to five stars. Are you familiar with this grading program? (Please check (✓) one.)

☐ Yes ☐ No

5. On a scale from one (strongly disagree) to ten (strongly agree) please indicate the degree to which you agree or disagree with each of the following statements about the grading of accommodations.

_____ Grading helps to take the worry away when picking places to stay which are unfamiliar to me.

_____ Generally, grading is a good idea.

_____ Grading of establishments make no difference to me when I'm trying to find a place to stay.

_____ Grading does not seem necessary to me.

_____ I would rather stay in a graded place than in one that is not graded.

_____ I really don't trust the grading system

6. Are you male ☐ or female ☐? (Please check (✓) one.)

7. Which one of the following age groups are you in? (Please check (✓) one.)

☐ under 18 years ☐ 36-50 years
☐ 18-25 years ☐ 51-65 years
☐ 26-35 years ☐ over 65 years

8. What was the combined annual income of your household before taxes in 1981? (Please check (✓) one.)

☐ less than \$10,000 ☐ \$25,000-\$29,999
☐ \$10,000-\$14,999 ☐ \$30,000-\$34,999
☐ \$15,000-\$19,999 ☐ \$35,000-\$39,999
☐ \$20,000-\$24,999 ☐ \$40,000 and over

9. Where do you live?

City/town _____ Prov./State _____ Country _____

10. Comments/suggestions?

THANK YOU VERY MUCH FOR TAKING
THE TIME TO COMPLETE
THIS QUESTIONNAIRE

